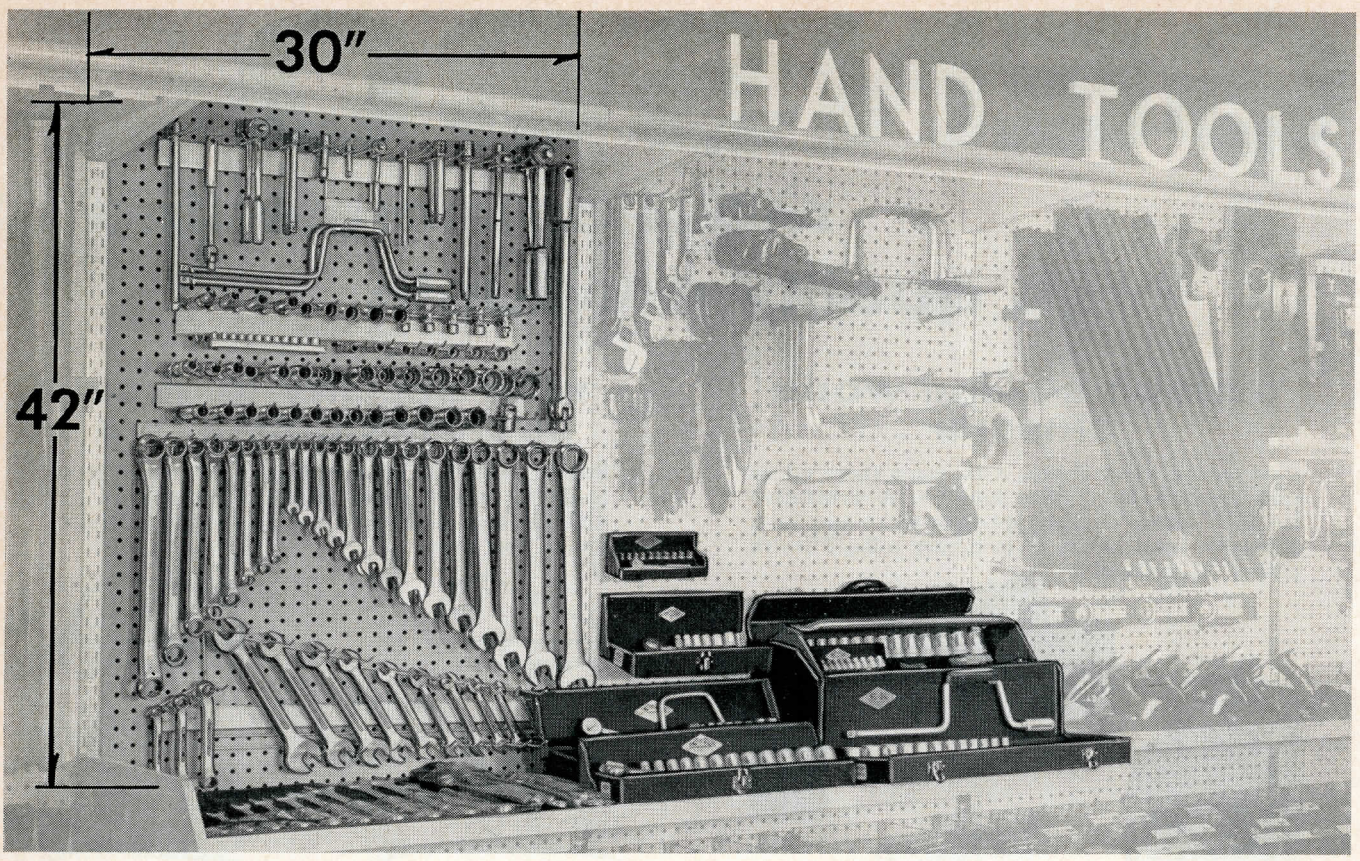

Hardware stores get 3 to 4-time turnover with S-K/Lectrolite Wrenches

APPROVED MERCHANDISING PROGRAM

HERE'S HOW IT'S DONE— S-K/LECTROLITE No. 100 WRENCH MERCHANDISING PROGRAM

- Specially developed for hardware stores to complete their tool departments.
- Includes only "demand" merchandise—the most used, fastest selling wrenches and sets.
- Displays for individual sockets and flat wrenches require wall space only 30" wide, 42" high and fit any existing store fixtures.
- Proved 3 to 4-time turnover for entire program stock.
- S-K/Lectrolite *sets* produce *twice the volume* of individual stock items alone. Retail from $4.79 to $36.95.
- Socket sets made pilferage-proof and dust-proof with clear acetate plastic covers.
- Complete promotion kit—window banners, 11"x7" counter card, handout tool booklets, free newspaper mats.

PLUS the added strength of the highest degree of user acceptance—unmatched in the wrench industry—which makes S-K/Lectrolite socket and flat wrenches hot sellers around the calendar. Achieved through S-K/Lectrolite's guaranteed quality . . . exceptional strength . . . beautiful finish . . . perfect balance . . . and realistic pricing.

Get details from your wholesaler's salesman . . . or write, wire or 'phone S-K/Lectrolite Tools collect.

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S-K/LECTROLITE TOOLS

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DESIGNERS AND MANUFACTURERS OF QUALITY WRENCHES SINCE 1923